

CONTRACT


<http://www.click2houston.com>

KPRC TV
8181 SW Freeway
Houston, TX 77074
FEIN 76-0663070
(713)222-2222

And:

Davis Lenz Media Inc
6060 N Central Expressway Suite 560
Dallas, TX 75206

| | | |
|---|--|--|
| <u>Contract / Revision</u> 261924 / | | <u>Alt Order #</u> 06373239 |
| <u>Product</u> SARAH DAVIS CAMPAIGN | | |
| <u>Contract Dates</u> 10/29/12 - 11/06/12 | | <u>Estimate #</u> |
| <u>Advertiser</u> Pol/SR/Sara Davis | | <u>Original Date / Revision</u> 10/26/12 / 10/26/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KPRC | <u>Account Executive</u> Heather Uttley | <u>Sales Office</u> MMT/Washingtc |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Men 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1 | KPRC | 10/29/12 | 11/02/12 | Today Show II | 9-10a | | :30 | | | NM | 4 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MT-TF-- | | | | 4 | \$450.00 | | | |
| 2 | KPRC | 11/05/12 | 11/06/12 | Today Show II | 9-10a | | :30 | | | NM | 2 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 2 | \$450.00 | | | |
| 3 | KPRC | 10/29/12 | 11/02/12 | 11a-12p | 11a-12p | | :30 | | | NM | 3 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M-W-F-- | | | | 3 | \$350.00 | | | |
| 4 | KPRC | 11/06/12 | 11/06/12 | 11a-12p | 11a-12p | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | -1----- | | | | 1 | \$350.00 | | | |
| 5 | KPRC | 10/30/12 | 11/01/12 | Local 2 News @ 5p | 5-530p | | :30 | | | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T-T--- | | | | 2 | \$1,000.00 | | | |
| 6 | KPRC | 10/29/12 | 10/31/12 | Local 2 News @ 6p | 6-630p | | :30 | | | NM | 2 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M-W---- | | | | 2 | \$1,600.00 | | | |
| 7 | KPRC | 10/29/12 | 11/01/12 | Tonight Show | 1035-1135p | | :30 | | | NM | 3 | \$2,850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MT-T--- | | | | 3 | \$950.00 | | | |
| 8 | KPRC | 11/05/12 | 11/05/12 | Tonight Show | 1035-1135p | | :30 | | | NM | 1 | \$950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$950.00 | | | |
| D 9 | KPRC | 11/04/12 | 11/04/12 | 7-8a Sun AM News | 7-8a | | :30 | | | NM | 0 | \$0.00 |
| 10 | KPRC | 11/04/12 | 11/04/12 | 7-8a Sun AM News | 7-8a | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | 1 | \$300.00 | | | |
| N 11 | KPRC | 10/31/12 | 10/31/12 | Today Show II | 9-10a | | :30 | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$450.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.


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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Totals Spots Amount | |
|---------------|------|-------------------|-----------------|--------------------|----------------|------|--------|-------------------|-------------|------|------------------------|--------------------|
| N 12 | KPRC | 10/30/12 | 11/01/12 | 11a-12p | 11a-12p | | :30 | | | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 2 | \$350.00 | | | |
| N 13 | KPRC | 10/29/12 | 10/31/12 | Local 2 News @ 5p | 5-530p | | :30 | | | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M-W---- | | | | 2 | \$1,000.00 | | | |
| N 14 | KPRC | 10/30/12 | 10/30/12 | Local 2 News @ 6p | 6-630p | | :30 | | | NM | 1 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$1,600.00 | | | |
| N 15 | KPRC | 10/29/12 | 10/30/12 | Local 2 News @ 10p | 10-1034p | | :30 | | | NM | 2 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MT----- | | | | 2 | \$2,500.00 | | | |
| N 16 | KPRC | 10/31/12 | 10/31/12 | Tonight Show | 1035-1135p | | :30 | | | NM | 1 | \$950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$950.00 | | | |
| Totals | | | | | | | | | | | 28 | \$24,100.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/29/12 - 11/06/12 | 28 | \$24,100.00 | \$20,485.00 |
| Totals | 28 | \$24,100.00 | \$20,485.00 |

Signature: _____ **Date:** _____

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